

ABSTRACT

The watch with a metallic case including an electronic module (14) for storing data, which is mounted in an external cavity (13) in the back cover of a case (3). The module can communicate via broadcast signals with a read and/or write apparatus (35) for said data. The module includes a base (15) on which are mounted an
5 integrated circuit chip (24) having at least two bumps (26) and a coil (23) acting as a transmission and/or reception antenna. The coil is formed by an electrically conductive wire having two ends (29) respectively connected to said bumps of said integrated circuit chip. The coil surrounds a space in which said chip is placed. The dome-shaped base of the electronic module (14) is a metallic element that conducts
10 magnetic flux to insulate the module coil magnetically from the metallic case during data communication between a read/write apparatus and said module. The base (15) of the module (14) can be covered by a protective cover (28).